

2019 Clinton Herald

DIGITAL MARKETING

MEDIA RATE CARD

MISSION STATEMENT

The Clinton Herald will be the dependable source for local news, provide our readers a public forum to express their needs, interests and concerns, and engage in community activities that enhance the image and character of our newspaper and our communities.

The Clinton Herald is NEWS about YOU!

VIEWERS

103,300 Unique Visitors and Over **710,000** Page Views per month!



digital marketing



Retirement Residence of Clinton

Clinton, Iowa's Premier Independent Living for People 55+

Call (563)-242-1010 to schedule your personal tour.

839 13th Avenue North • Clinton, IA 52732
(563) 242-1010 • www.regencyofclinton.com
Developed and Managed by: Essex Corporation

728px x 90px

Start the New Year right by filling your car with E85 fuel.

AMERICAN LUNG ASSOCIATION CLEAN AIR CHOICE IOWA CORN

CLEAN AIR FOR IOWA
CLEAN AIR FOR EVERYONE
www.CleanAirForIowa.org

300px x 600px

Licensing Classes Start May 14

GAIN FLEXIBILITY WITH REAL ESTATE >>

320px x 50px

Licensing Classes Start May 14

GAIN FLEXIBILITY WITH REAL ESTATE >>

300px x 50px

Now Flying

QC TO DC

Nonstop to/from Washington-Dulles Airport

QUAD CITY INTERNATIONAL AIRPORT Easier. UNITED

300px x 250px

CAPTURE OUR DESKTOP AND MOBILE AUDIENCE
ALL IN ONE CAMPAIGN!

DIGITAL ADVERTISING RATES

\$15/CPM - Open rate
5,000 impression minimum

WWW.CLINTONHERALD.COM

DIGITAL AD SIZES

300px x 600px
300px x 250px
728px x 90px
320px x 50px
300px x 50px

INTERNET ADVERTISING GUIDELINES

Online ad guidelines: limit of 40k. Acceptable formats include: .jpg, .gif, and .swf.

Flash ads should have a click tag & appear exactly as follows with no URL included: on (release {getURL (_level10.clickTAG,"_blank");})

Video ads must be submitted in .swf format with an initial load size of no larger than 80k

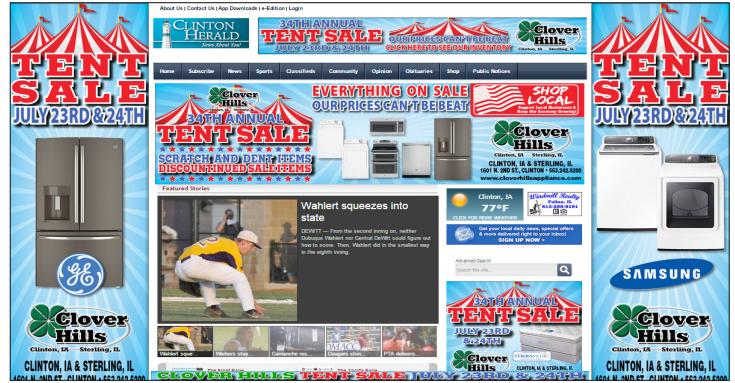
digital take-over

DIGITAL TAKE-OVER RATES

\$115 per day - Wallpaper Only

\$300 per day - Homepage Take-over

- A creative way to make a BIG splash with our users.
- Advertiser has the opportunity to surround the Clinton Herald homepage with your branding message!
- Your message will resonate with our users in a BIG way. Immediately click through to your website or chosen advertising material.
- For maximum impact, advertiser can choose to combine wallpaper + ATF (above the fold) ad spaces for takeover of entire page!
- Provides you with the exclusivity for the entire day.
- 6,000 - 7,000 impressions per day



6,000 - 7,000 impressions per day!

sliding billboard

SLIDING BILLBOARD RATES

\$115 per day

- This unit achieves its high impact status without being intrusive to the user.
- User can be directed to your website on the first click or expand the unit and click again to access the site.
- 6,000 - 7,000 impressions per day

Pencil Ad 950 x 45



Billboard Ad 950 x 250



ONLINE DIGITAL COUPONS

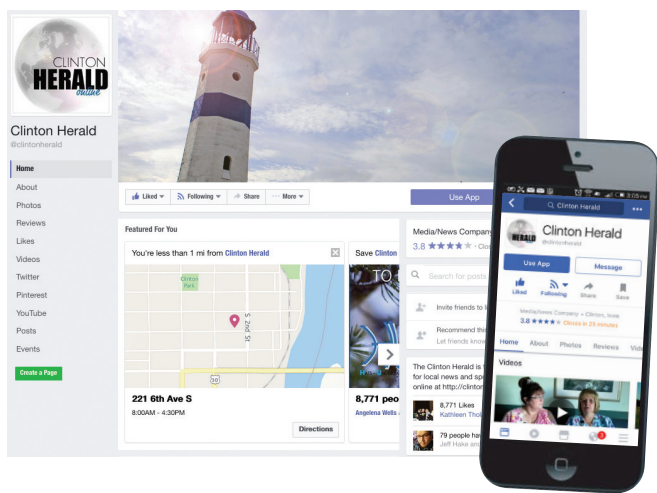
\$50 per month



social media

- Over 10,780 followers on Facebook.
- Over 2,280 followers on Twitter
- Over 54% of traffic to our site is through Facebook referral

www.facebook.com/clintonherald



www.twitter.com/clintonherald | @ClintonHerald



ONLINE MARKETING TIPS

Video is a great way to generate engagement into your ads. They should be limited to under 30 seconds. Having a video attached to your site also helps to bring your Website up higher in the organic search. Much more time is taken to download videos and rich media. You want to make sure it is easy for consumers to see your messages.

Use of the words "Free" or "Special Offer" are enticing words to get consumers to react.

Show logo on all frames of an ad. The longer it appears, the higher the lift in aided awareness and response.

Use no more than 2 simple messages in an ad. Detailed messaging can occur on the landing page or website.

Work with your rep to synchomize your branding efforts (print ads, online ads, website, etc.)

Keep creative fresh. Never run the same creative for more than 3-4 weeks.

All ads should link to the page that corresponds to the offer or content in your ad.

Make sure that if you want a consumer to take action in any ad, you ask for the action you want.

A GOOD ONLINE AD

- Piques interest and commands a click
- Avoids loud designs
- Uses a simple, clutter-free layout
- Has eye-catching images that mean something
- Calls the reader to action
- Uses small file sizes for quick load times
- Uses no more than two moving elements per ad to provide quicker load times
- Should have no more than three frames and end on a call to action.